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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXII

NEW YORK, DECEMBER 24, 1927

No. 26

THE FIRST BIG NOVEL of THE YEAR

is by

FANNIE HURST

Author of "LUMMOX"



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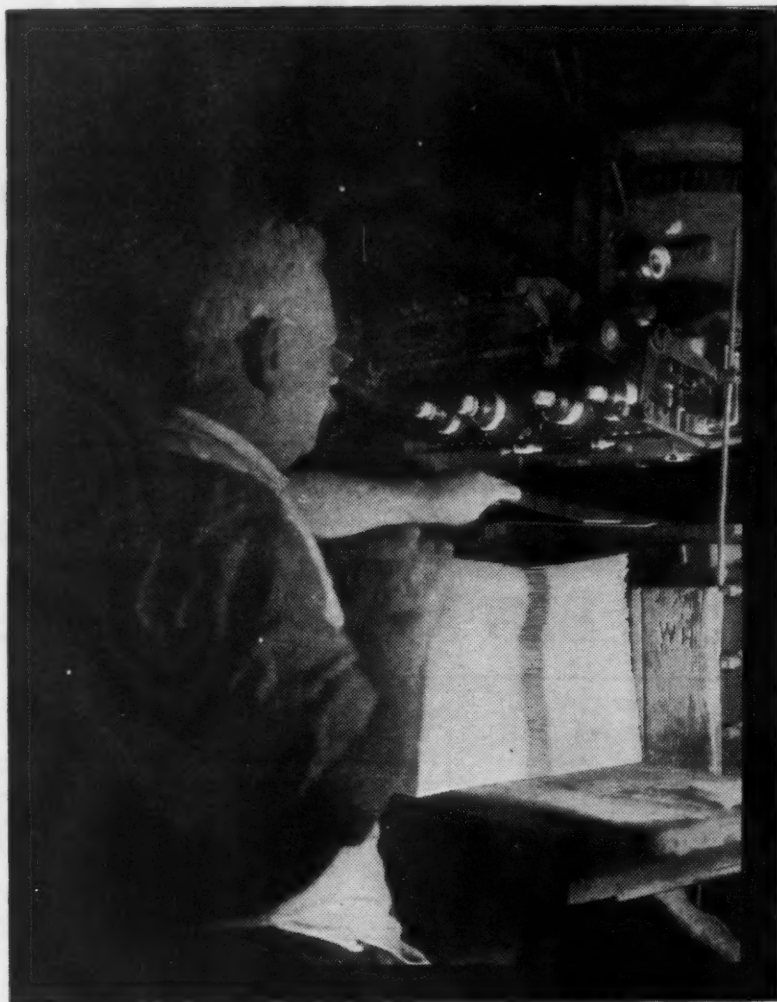
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"A Better Story than 'Dracula'."

says The London Daily Mail of

THE HOUSE OF DR. EDWARDES

**By FRANCIS
BEEDING**

Author of
"The Seven Sleepers",
"The Hidden Kingdom",
etc.

**A "SUPER-
THRILLER."
WOMAN DOCTOR'S
ADVENTURE.
IN THE DIABOLIST'S
HANDS.**

THE HOUSE OF DR. EDWARDES.
By Francis Beeding. (Hodder and
Stoughton. 7s. 6d.)

The verdict of all who read this novel
—and no one who begins it will put it
down—is that it is of quite exceptional
quality in the "thriller" class. Indeed
it is a better story than "Dracula" and
better told, so that it is a remarkable
achievement. If Mr. Beeding can do
more work like this, many of his com-
petitors will have to look to their
laurels.

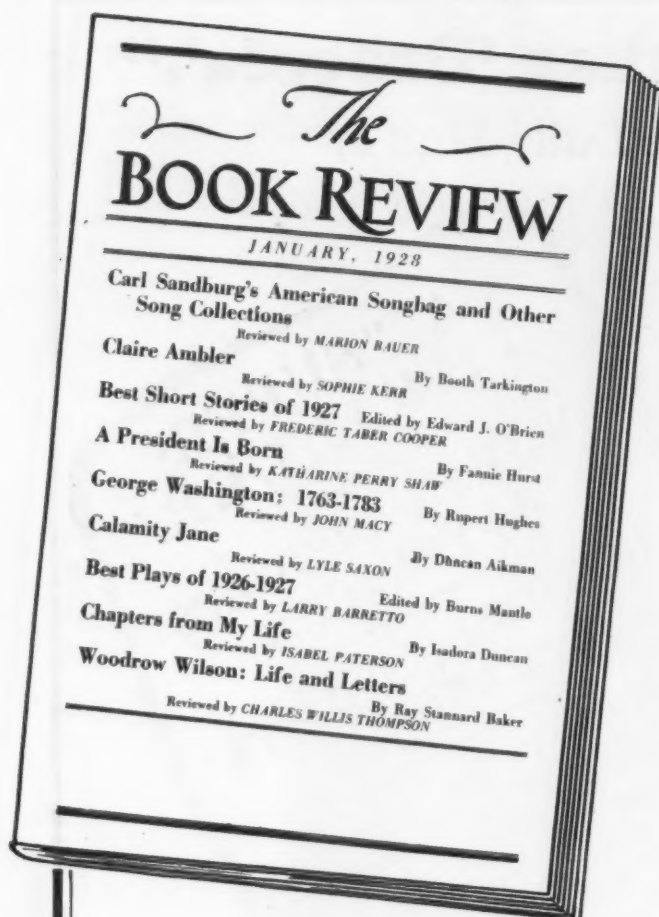
The plot is an original one—the ex-
periences of a woman doctor who goes
out to Savoy to aid in the management
of a private lunatic asylum in an old
castle, where patients, most of them dan-
gerous, are kept under control. She
gradually discovers that the young Eng-
lish doctor who is temporarily acting as
replaced by a most dangerous criminal
—lunatic and diabolist, and she narrowly
escapes with her life.

This community of lunatics, led by
the false doctor, attempts to offer her
as a human sacrifice to the Devil:
They seized her, lifted her aloft, and
moved with her towards the circle and
the white stone. . . . She was already
close and moving ever closer to the stone.
A skull daubed with blood grinned at her
from near the brazier. And there was
the head of a black cat, the lips twisted
back from the white pointed teeth. She
touched something hard. That was the
stone, the stone of sacrifice.
It is a book of grisly episodes with
abundance of the macabre. But it is
wonderful as a story and its style is
really good.

**THE
HOUSE OF
DR. EDWARDES**

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IMPRINT CATALOG

THE BOOK REVIEW is the most pretentious of the monthly catalogs prepared for bookstore distribution. This is a 36-page store magazine containing reviews of books by well known reviewers and annotated descriptive lists of other important books not reviewed.

THE BOOK REVIEW is 6 x 9 inches in size, mails for 1 cent postage. It has a cover of bright colored stock and is of special beauty and dignity for store advertising. With 1928 this publication has many new features of importance.

THE BOOK REVIEW is published only nine times a year avoiding the summer months of June, July and August. It is imprinted on the front cover and is splendid for display distribution from a table or counter.

THE BOOK REVIEW is priced at a fraction of manufacturing cost:

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100 copies	\$ 4.00	per mo.
250	"	9.50	" "
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BOOKS OF THE MONTH is a monthly catalog of the month's new books classified and described so that each customer gets a good idea of any book considered. It is attractively printed and illustrated, with bright new cover each month. Its handy size permits of its being carried in a man's pocket or lady's bag.

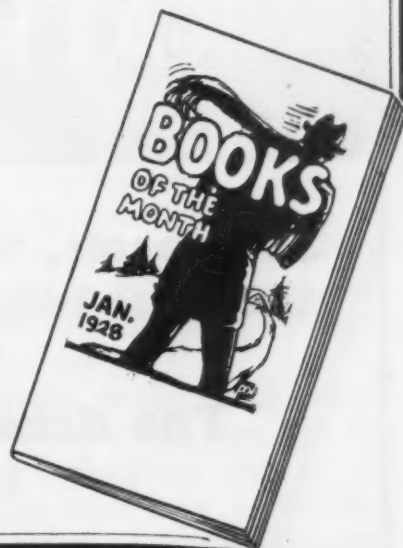
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AND COMPANY



KATHERINE MAYO

This book, which has become of international importance, is now in its 11th large printing.

The demand for it will continue throughout 1928.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

Manager of the Foreign Department of Curtis Brown, Ltd.

Translation Rights

Jean Watson

Manager of the Foreign Department of Curtis Brown, Ltd.

AS the international exchange of literature, thru the medium of translations, develops and increases year by year, so do the business details of such an exchange become more complicated. On the Continent, moreover, the same haphazard methods of publishing still largely prevail as in the days when books were fewer and the commercial possibilities of literature unrealized. In dealing with this business of translation rights, therefore, the "specialist," or international literary agent, is of particular value: but it must be admitted that this is a side of the business which has been much neglected because little understood, and because also the sums obtainable are, at best, so small compared with English and American prices that it pays no one to deal methodically with these rights unless they can be handled on a very wide scale.

However, as Manager of the Foreign Department of Curtis Brown Limited, for over seven years it has been my privilege to have exceptional opportunities for studying the trend and development of the market for translated English and American books, and it has been extraordinarily interesting and illuminating to follow the increase in sales, and the awakened appreciation of foreign literature which have been the result of such development.

It is an interesting fact that one of the largest markets for English and American books abroad should be one of the smallest countries, Denmark; Sweden being a close

second. These countries have always been great buyers of translated books, particularly of novels. I have noticed that while Danish readers prefer detective stories and adventure, with a strong proportion of domestic love stories, Swedish readers are more "high-brow" in their tastes. Practically every outstanding novel published in England or the United States eventually finds its way into Danish and Swedish. (The Danish and the Norwegian languages are, for the purposes of translation, one and the same and are therefore almost invariably sold together.) This absorption of translated books into Scandinavia is all the more astonishing when one realises that the total population of Denmark is only three million (less than half the size of New York City) and of Sweden only six million; yet the sales by this office alone to these countries during the last twelve months number 186, for publication in either serial or book form. Short stories by popular authors also find a ready sale in these countries, altho Sweden possesses only three or four important magazines. A year or two ago translation rights became a real cause of complaint to the Scandinavian authors, who claimed that translated books were achieving larger sales than their own works!

The next largest market is Germany: or rather the German language, for the rights are sold by language and not by territory, so that these sales cover Germany, Austria, part of Switzerland and

part of Poland. Here the demand is chiefly for novels of a high literary standard, (Galsworthy has been a best-seller in Germany and Austria for many months—more popular than almost any native author), for biography, for animal stories, for books of travel and sport. Light fiction, science and history seem to be best supplied by their own authors. The German publishers, more than those of any other country, keep a very keen eye on the English and American markets and, with characteristic thoroughness, subscribe to and read all the trade papers. As soon as an important book is announced, we receive enquiries from a dozen or more publishers, sometimes within a day or two of the first announcement. These enquiries are dealt with in rotation, a procedure not always understood by the Continental publishers, who still cling to the now discredited system of "auctioning" books, i.e., submitting a book to several firms at the same time and accepting the highest offer received. It has been a long and difficult task to convince the German publishers that this practice, while on the surface practicable, does not prove profitable in the long run.

After Germany, but a long way after, comes Holland. This would be among the very best markets, especially for American books, if it were not for the existence of an internal copyright ruling which stipulates that, as the United States is not a signatory to the Berne Convention, books by American citizens may be published in Holland without payment. I do not think American authors and publishers know quite how many of their books appear in Dutch. We have fought for many years to establish some kind of check on these "unauthorized" editions, and from many of the more important Dutch publishers we are now able to obtain a "courtesy fee" of a few pounds for translated American books. Those who refuse this, however, are technically within their rights and nothing can be done to obtain it except to aid them in a rather complicated system of registration. By this system the Dutch publishers stake a claim, so to speak, on the Dutch rights of an American book by producing at least part of the book, i.e. manuscript, proofs or the first instalment in serial form and registering it with an organization called

the Dutch Publishers Association. No other firm may issue an edition of that book within six months after registration, but should the original publisher not issue an edition within that time the book falls into the public domain. This is, of course, a purely internal arrangement which does not really affect the American author in any way, except that by supplying a reputable Dutch publisher with advance material on behalf of a certain author we can usually claim the small courtesy fee previously referred to.

This procedure in Holland is quoted only to show one of the many complications which face one in dealing with translation rights, which involve a great amount of detail and of technical knowledge of international copyright law and yield comparatively small results. No author has either the time or the patience to deal with these details himself, and it stands to the credit of most Continental publishers that they seldom take advantage of the English and American authors' ignorance of such ramifications of copyright.

Thus, one may say that only four European countries are to be reckoned with at present as steady, profitable markets for translations. In other words, the Anglo-Saxon nations are developing an increasing and vital interest in each other's literature, while the Latin nations—France, Italy, Spain—are buying fewer and fewer translated books, altho internal production in these countries is maintained at a high average. There are no European languages, however, into which we have not sold at least one book for translation in recent years: the "Tarzan" series, for instance, was sold for translation into sixteen languages, including Urdu (an Indian dialect) and Arabic; this is a record seldom equalled.

The markets which give most indication of future activity are Japan, Finland, Poland, Hungary and Czecho-Slovakia. There is a big demand in Japan for books on sport (Abe Mitchell's "Essentials of Golf" was our last sale there), politics, (G. H. Cole's writings are popular), and such semi-educational works as Hendrik van Loon's "Story of Mankind." However these preferences in any one country in no way affect the general rule that a

book which is a best seller in England or America, if carefully and intelligently handled, is almost certain to be a best seller abroad and the book which does not make its mark here will find no place with the Continental public.

The prices paid for translations vary, of course, in each country. It should be realized at the outset that nowhere can one expect anything approaching the prices paid in either England or the United States. The whole scale is lower, based on a smaller reading population; and the author who asks, say, £150 advance on 15% royalty from a small Central European publisher has in all probability alienated that publisher for life.

Seven years ago, when Europe was recovering from the World War, £5 to £10 was a fair average price from most countries for an average novel, that is to say, a novel which was not a sensational success in its country of origin. And most authors were content with these sums, regarding the transaction as good publicity rather than as a source of profit. Within a few years we had succeeded in raising these prices to £20 or £30 outright, but now it is not uncommon to get £50 advance on 10% royalty from such countries as Germany, Sweden and Denmark. This change from an outright payment to a royalty payment was revolutionary, for in most countries the method of payment by royalty was unknown and a complete reorganization of the publishers' accounting was necessary for them to fall in with the usual English and American method. Many of the foreign publishers still object to this, and we have, therefore, recently devised a kind of compromise between an outright payment

and a royalty, which avoids selling the copyright and gives the author some benefit in the event of a large sale: this is the payment of a certain outright sum for every thousand copies printed, with a sum in advance equal to payment for the first edition. This seems to please everybody and is likely to become a standardised payment for translation rights in future.

The average sales of books in the European countries are very high, compared with the reading population. For instance, Edna Ferber's "So Big" attained a sale of 12,500 copies to date in the Danish-Norwegian edition, E. M. Hull's "Sons of the Sheik" sold 25,000 copies in the same language within four months of publication, Michael Arlen's "The Green Hat" sold 10,000 copies in Danish-Norwegian and 11,000 in Swedish, and "Today and Tomorrow" by Henry Ford (an exceptionally successful book everywhere abroad) sold 25,000 copies in two months in Germany. "The Forsyte Saga" has reached 39,000 copies in Germany at the time of writing.

These are, of course, exceptionally good sales, but it shows that the old comment "There's no money in translation rights" is being rapidly disproved. To obtain this money, however, there is need of endless patience and no little tact in order to reconcile authors' expectations and publishers' demands. But the recompense lies, not only in increased sales and increased prices, but also in the satisfaction of the authors when they contemplate a row of books on their shelves with strange lettering—Czecho-Slovakian, Polish, Hungarian, Finnish—testifying to the popularity of their writings in all corners of the earth.



A Book Promotion Calendar for the New Year

What To Do for Books from January thru April

JANUARY

"Put BOOKS in Your 1928 Budget." Slogan for January. New window sign prepared by National Association of Book Publishers.

National Thrift Week, January 17th to 23rd. Books on investments and on personal and household budgets. Suggestions of groups of books to be bought monthly thru the year.

Serious Books for Fireside Reading. Non-fiction, books of permanent value for the home library, books of special current interest, politics, and international affairs, travel, science, books on personal hobbies, the classics.

FEBRUARY

"Read Before You Travel." New foreign posters in color available for travel book exhibits thru the courtesy of the Trans-Atlantic Passenger Conferences. Books for bon voyage gifts to people leaving for Mediterranean and South American cruises. Books for those planning spring and summer trips to Europe and the Orient.

Boy Scout Anniversary Week, February 6th to 12th. Books for boys and for fathers and sons to read together.

Lincoln's Birthday, February 12th. Biography, middle west fiction and history.

Valentine's Day, February 14th. The perfect Valentine—a book.

National Drama Week, February 13th to 19th. Books of plays, biographies of actors and books on the art of the theatre, critical essays.

Washington's Birthday, February 22nd. Biography, books about America.

First day of Lent, February 29th. Books on the life of Christ, books on religion and philosophy.

MARCH

Religious Books and Travel Books featured thruout the month.

Girl Scouts' International Month. Books that promote understanding of foreign peoples and countries.

APRIL

Easter Sunday, April 8th. Books for Easter gifts. Bibles, religious books.

National Garden Week, April 15th to 21st. Under auspices of General Federation of Women's Clubs, 1734 N. St., N. W., Washington, D. C. Books on outdoor life and on gardening.

Better Homes Week, April 22nd to 28th. Better Homes in America, 1653 Pennsylvania Ave., Washington, D. C. Books on architecture, books on home decoration and planning, books on housekeeping and cooking, books for the home library.

Harvard Analysis of Stationery Figures

No. 67 of the Harvard Bulletins Contains Material of Interest to Booksellers Who Carry Stationery and All Who Follow Business Figures

THE *Publishers' Weekly* prints below a few of the outstanding results of the recent analysis by the Bureau of Business Research of Harvard University on the operating expenses of stationery stores, a survey that has been made in co-operation with the National Association of Stationers, Office Outfitters and Manufacturers. It is believed that all booksellers who carry stationery and also all who are interested in business figures will desire to send for a copy of this valuable bulletin, which is Number 67 of the Harvard series. The Bureau can be addressed at Soldiers' Field, Boston, Mass. The cost is \$1.50. Every item of the expense account is analyzed and commented on. The *Publishers' Weekly* would be glad to print letters from booksellers who have examined this report and can make comparisons between the experience developed here and the facts of their own business.

One point emphasized in the final deductions made by the compilers of this research is greater care in departmentizing the store so that profitable and unprofitable stocks can be more accurately located. The report states that good profits are in the main attributable to sound management rather than to exceptional circumstances. The more successful stores, some of which have made net profits of from 6% to 8%, have achieved this result by better turnover and lower operating expense rather than by higher gross margin. The high cost of selling will be particularly noticeable in any comparison of the stationery business with the book business as will also the lower cost of rent. Perhaps these two figures of rent and salaries added together are about equal in the two lines of business.

The stationery sales show increases thru

the use of outside salesmen, but such methods are expensive unless the salesman brings in a good total business per year. The stationery stores have less advertising per-cent, but their advertising plus salesmen's special expense make 2%, which is a common figure in book sales. There is no figure in the recommended budget for depreciation of stock. It should be noticed that with these figures, as is always good practice, the cost of incoming freight is added to the cost of goods. The total interest charge is 2.2%.

It should be noted that among the differences between the two lines of business, the bookseller is dealing in a nationally advertised goods to a large extent, while a much smaller part of the stationery business is promoted on that basis. Much of the merchandise of the stationery department is bought by the dozen and gross, while books can be bought not only by hundred's and ten's but by one's and two's. Stationery to a large extent is staple merchandise, and there is nothing in it comparable in seasonal depreciation to the field of current books except possibly the depreciation of fine social stationery in fancy boxes. To a large extent, the demands for standard stationery items can be forecast by the previous year's experience, which is more difficult to do with current books. Again, the stationery business has departments in which the margins of profit vary even more than on books, on fancy stationery in boxes, for example, the discount is usually 50%, as it is on greeting cards, also on some of the staple items that sell in small units. Staples such as carbon paper, typewriter ribbons, etc., are highly competitive, and the local dealer must meet the competition of the manufacturer in this field. The sales, being made by

outside men, call for a delivery system more expensive than that needed for the book department.

In many other ways there are contrasts between books and stationery which the merchant must have in mind in studying

these figures, but there will be many lessons of interest derived from their reading, and the systematic method of profit and loss accounting suggested for the stationery business would be a suitable basis in most respects for the book business.

A Study of the Operating Expense of Retail Stationers and Office Outfitters in 1926, Conducted by the Harvard Bureau of Business Research in Cooperation with the National Association of Stationers

Number of Firms reporting from 42 states and 4 provinces of Canada	262
Store sales from \$15,000 yr. to \$2,000,000. Typical figure. \$100,000	
Gross margin Common figure.	33.4%
Total expense Common figure.	32.3%
Gross margin in stores on Pacific Coast	37.2%
Total expense in stores on Pacific Coast	36.1%
Net profit for 1926 Common figure	1.1%
95 firms lost; 115 a profit under 5%; 52 a profit over 5%.	
Stock-turn per year Common figure	2.7%
112 firms, less than 2.5%; 100 firms under 49% over 25%; 50 over 4%.	
Subdivision of Salary expense:	
Executive Salaries Common figure	3.9%
Salaries and commissions of sales force	9.6%
Office Salaries and Wages	3.1%
Salaries and Wages of Porters and Stock Clerks	1.4%
	18.0%
Typical percent of outside salesman's compensation to his sales	11.5%
Typical sales total of outside salesman	\$21,000
Average cash sale	85c.
Average charged sale	\$5.90

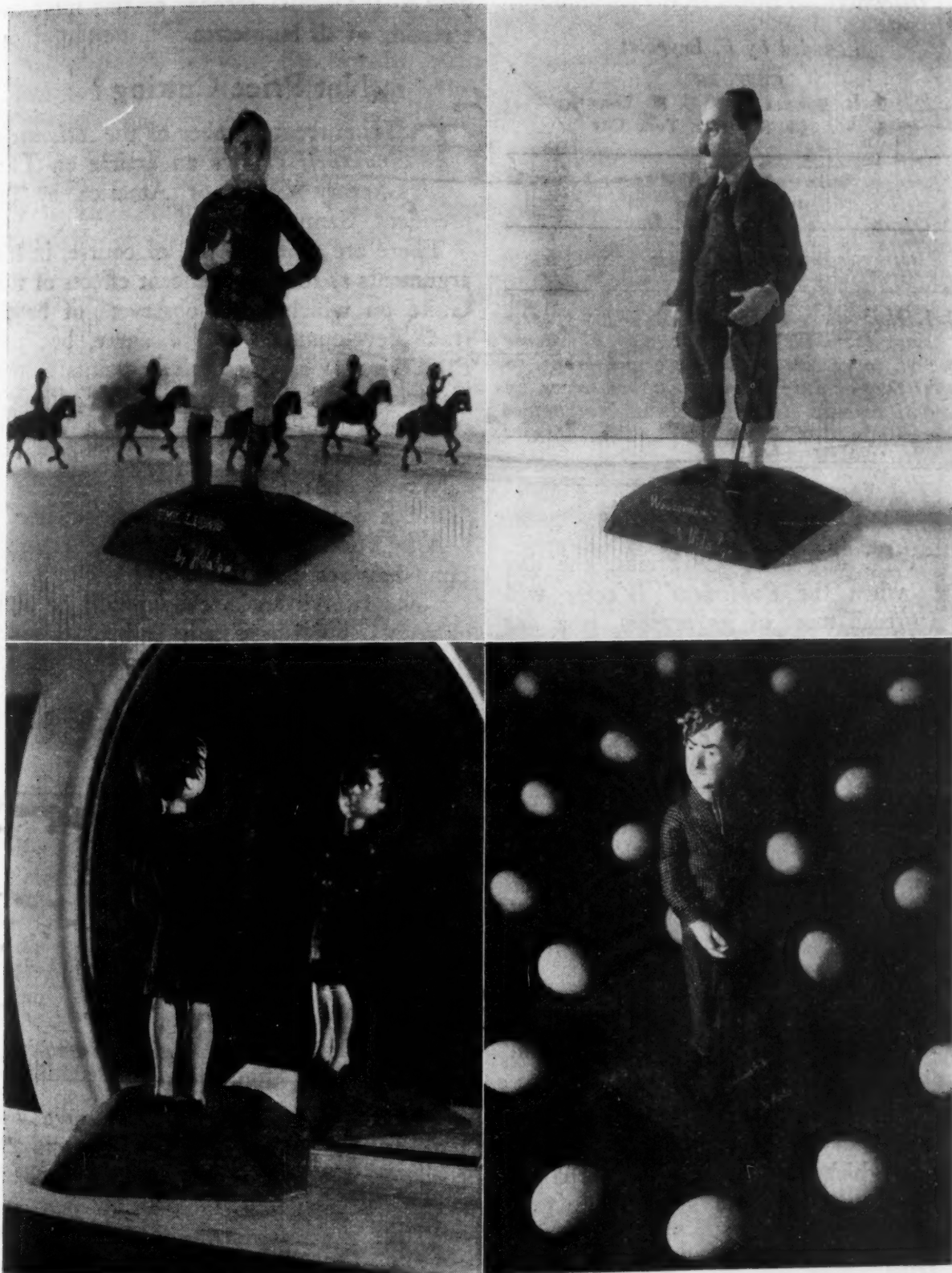
Monthly variations in sales:

January ...	105%	July	80%
February ..	95%	August ...	85%
March ...	95%	September .	105%
April	90%	October ..	100%
May	90%	November .	100%
June	90%	December .	165%

Operating expenses: the Common Figures for 260 stores.

Total Salaries and Wages (except Delivery)	18.0%
Salesmen's Traveling and Other Direct Selling Expense	0.8%
Advertising	1.2%
Delivery Expense	1.6%
Office Supplies, Postage, and Stationery	0.7%
Telephone and Telegraph	0.3%
Rent	4.0%
Heat, Light, Power, and Water Taxes	0.5%
Insurance	0.4%
Repairs of Store and Office Fixtures	0.2%
Depreciation of Store and Office Fixtures	0.35%
Total Interest	2.2%
Losses from Bad Debts	0.3%
Dues, Subscriptions, and Contributions to Charity	0.25%
Miscellaneous	1.1%
Total Expense	32.3%
Gross Margin	33.4%
Net Profit	1.1%
Stock-turn (times a year)	2.7%

Caricatures, à la Tussaud



Luis Hidalgo's impressions in wax of four of our most charming people, Emil Ludwig, Jacob Wasserman, Anita Loos and Sherwood Anderson. These caricatures, with others, attracted much attention while on display in Brentano's 47th Street store in New York, and even won places for themselves in rotogravure sections of newspapers.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6
15 cents a copy

December 24, 1927

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Happy New Year!

THE day after Christmas, the day when the *Publishers' Weekly* will reach most of its readers, is a day peculiar to itself in the year's business. For a while it seems impossible that the aisles can be so free from crowds, that there is no pressure for immediate deliveries, no hasty telegrams for new supplies, no urgent telephone calls from last moment purchasers. And yet, almost before the quiet is noticed, there comes again the steady hum of the demands of the year-round customers, some of whom have held back their own individual shopping until after the gift-giving days have passed.

It is now just one week from New Years when every business man looks at his totals and compares them with those of the years before, and, if we are not mistaken, the totals for the year will prove to be of not unsatisfactory character, surprisingly so for a year, which, in American business in general, has not been marked by any great progress.

The *Publishers' Weekly* has its own reason to express its appreciation of the many evidences of approval that have come to it from its steadily widening circle of readers. Year by year this circle has grown, and, as the weekly contents is planned to touch upon the broadening as-

pects of American book distribution, we hope we help to interpret the unity of purpose which animates the trade and express that confidence which all feel in the future. May the confidence be registered year by year in the actual records of this most interesting of all businesses.

Not Price Cutting?

THE current number of the *Atlantic's Bookshelf* carries an article on The Literary Guild of America by its president, Samuel Craig.

There are many points, of course, in his arguments as to the beneficent effects of the Guild on which other observers of book-trade developments will disagree, but the *Publishers' Weekly* especially points to the disagreement between one of Mr. Craig's statements and the general run of the Guild's advertising.

Writes Mr. Craig: "The Literary Guild is not a price cutting organization."

A selection from the Guild's advertising campaigns reads as follows:

"The twelve books chosen will be sold by regular publishers thru the bookstores at the usual prices from \$2.00 to \$10.00 each."

"You get 12 carefully selected books for the price of 6 haphazard ones."

9 <sup>Retail Price of Books
as far published by
the Guild</sup> \$27.50

*3.05 + (Average retail cost
per book)

Cost of twelve books to members of The Literary Guild

*1.50

HOW THE HALF PRICE WORKS OUT

Books sent so far by The Literary Guild to its members

Specimen of Literary Guild Promotion

"These 12 surprise packages save you money. As you cut the seal of each one you can say to yourself, 'This package stands for half price.'"

"Half the price you now pay for contemporary books."

"You may be willing to pay \$2.50 for a book that has no permanent value. But not many others can afford to."

"Out of the battle of books emerges one fact—thru the Literary Guild you get current good books for less money."

Ring Out the Old!

THE American booktrade has had several years of unquestioned optimism. Year by year sales of books have gone ahead until by the estimates of the government census the consumption of books has doubled in the United States since 1919. The competition of radio has not halted the developments. New types of bookstores have developed and old stores have enlarged. There has been experimentation of all kinds going forward. A promotion campaign of the publishers has been of vast influence. European countries have begun to discuss our methods and copy them. Bookselling education is making progress. New publishers have developed rapidly while the old houses have shown notable development.

The booktrade might suffer, however, if it became too optimistic or ceased to continue to labor for more and better book service for all books to all potential buyers. To keep ourselves humble it may be well to re-read the analysis of trade conditions as published by The Literary Guild. This new doctrine is going out to hundreds of thousands of readers and tho the *Publishers' Weekly* does not subscribe to its conclusions it ventures to reprint herewith typical excerpts of Guild advertising.

The Literary Guild Pays Its Compliments to Publishers and Bookstores

"The guild book will always be as good as the regular edition, often better."

"The distribution and selling of books has stood still for hundreds of years."

"People who live in the bright sunlight of modern life do not care to stay in the dark ages of book buying."

"The book publishing business is the most conservative of any major industry in the United States."

"In the sale of books there is still the old cumbersome machinery. That is why you have to pay from \$2.00 to \$10.00 for a new book."

"What are you going to read this year—the first stray books that will come along or books of real merit."

"THE OLD WAY. Thousands of books all equally touted and praised. Small editions—small sales—risks—losses. Bad distribution, etc. *Results* 1—High price you have to pay for new books. 2—Waste involved in buying books you don't care to keep. THE NEW WAY. Books carefully selected. Large editions, large sales—no risks, no losses, etc. *Results* 1—Half price you now pay for contemporary books. 2—You obtain only books you want to keep."

"Down with the Wall Between Writer and Reader."

"The city bookstore with its mountains of books spread before the bewildered readers."

"The price of books is so high that the average man cannot risk buying many bad ones to find an occasional good one."

Vicious Circle of Price Cutting

A QUARTER of a century ago the American booktrade, then in a period of chaos, decided to adopt the program which had been found effective in other book-producing countries, that of using a net price system as a better basis on which to build for sound American book conditions. Bookstores at that time had been disappearing rapidly or turning to the stationery business. Few new bookstores were appearing, and young men who might make the good merchants

of the future were advised by their elders to stay out of this confusion. After a long and difficult campaign directed by far-sighted men of the industry, a measure of stability was reached.

It was due to the long fight by the department store of R. H. Macy & Company of New York that this program, so necessary to establishing a steady flow of books to all parts of the country, failed of complete acceptance. Suits in the New York State Courts were in favor of the

publishers' right to object to the price-cutting practice insofar as copyrighted books were concerned, but the Macy Company appealed to the Federal Supreme Court, which decided that the copyright statutes did not authorize the old Publishers' Association to combine in restraint of trade.

In spite of this decision, a vast amount of good was accomplished that might be said to have justified the great expense. A new spirit in large store merchandising became opposed to the use of books as bait, and, the menace of such cut-throat methods largely removed, many new stores went into the business and in the last decade the growth of bookstores has been rapid. In spite of the new increase in book interest, it is certain that the sales totals of the present-day could not have been reached without this new stability, and, as book prices must depend a good deal on the quantities printed, the public has been the gainer by these new conditions.

For a long time the closer competitors of Macy did not worry about the ten per cent and penny discounts of that company and Macy had the advantage of the only possible benefit that can come from price-cutting, that of being the only one in the field. When all begin to cut nobody gets increased turnover. Macy's desire to be alone in the field has been many times evidenced, and on one occasion they even approached the publishers to ask their aid in eliminating competitive price-cutting in a special field.

In the last few years the competitors of Macy have shown a restlessness under the continuance of this condition, and on two or three different occasions nearby firms, J. L. Hearn & Co. and Stern Brothers of New York, Abraham & Straus in Brooklyn, Bamberger's of Newark, and more recently Gimbel Brothers in New York and Philadelphia, have taken to the same practice with the feeling that failure to meet all competition would affect their general business. All have had equal reluctance in entering this competitive game, but the merchandise heads of the houses have decided that the general reputation of their business made it necessary.

Other firms have decided that the public would not be influenced by this penny-by-penny reduction and that they would do

better by resting on their established reputation as merchants who gave sound value. That the firm of John Wanamaker's with two large stores is selling at list prices is undoubtedly due to its feeling that its recognized initiative in giving the public good values and its standing in the field of American book distribution justifies it in keeping out of this petty competition and that perhaps its customers are too experienced in book values to be influenced.

The Macy Company makes every day claims in its advertising copy that its prices are always and in everything six per cent lower than competitors' prices. No one experienced in retail matters believes this to be the case, as its main explanation of how this could be true in a competitive market is that it does only a cash business. Such reasoning does not carry full value with business men, as the cost of carrying charge accounts has been well established by the published figures of large firms.

The whole situation is of vital importance to the continued progress of American book distribution and calls for sober consideration. The more firms there are that use books as a means of furthering their other general business, the fewer people there will be who will handle books, thereby hurting the general market for books in the United States. The recent increase in price-cutting advertisements by mail-order clubs and firms has aggravated the situation by giving department stores more reason to turn to this method, but the trade as a whole believes that reason and better business practice will prevail. The fight of twenty-five years ago is too fresh in people's minds, and should be sufficiently clear in the public mind, to allow a recurrence of those conditions. The way of progress in books as in life insurance or railroad fares is in the direction of fair prices, the same prices to all. If general price-cutting starts such as existed thirty years ago, discounts must increase in order that bookstores may find a way to live, list prices must increase in order to make them possible, and all the old evils are upon us with loss alike to publisher, bookseller and public. Stabilized prices mean wider and better distribution of books. All book-using countries agree on this.

Coward-McCann, Inc.

A New Publishing House is Formed to Begin Active Publishing in the Spring

A NEW name is added to New York publishing imprints with the launching of the firm of Coward-McCann, Inc., with offices at 522 Fifth Avenue. The firm will go into general publishing, travel, biography, fiction, children's books, etc.

Thomas R. Coward, the president, was for two years manager of the New York

squash tennis. Mr. Coward has a flair for good things and the instinct for promotion that makes for good publishing, and the firm has plenty of financial backing.

James A. McCann, treasurer and sales manager, has been long known to the booktrade, having begun a quarter century ago with Doubleday, Page & Company. Since then he has been with Robert McBride & Company, Hearst's International Library (the predecessor of Cosmopolitan Book Corporation), for a couple of years head of a publishing business of his own, but in recent years sales manager for



*Thomas R. Coward
President, Coward-McCann, Inc.*

Office of Yale University Press, and in 1923 joined the traveling staff of the Bobbs-Merrill Company, later to become editor and publicity man at the New York office. He is a graduate of Groton School in Massachusetts and Yale University, and after the war was special assistant to the Undersecretary of State at Washington. Mr. Coward's name is also well known to those who follow amateur athletics, as he has been National Amateur Champion in



*James A. McCann
Treasurer of the New Firm*

Bobbs-Merrill Company and has had important responsibility in the rapid enlargement of the sales successes of that firm.

The new firm will not launch any books before summer, and the address at Fifth Avenue is temporary until the right quar-

ters have been selected. Booksellers will be interested to note that Katherine Ulrich, daughter of Dr. Mabel Ulrich, proprietor of four successful bookshops in Minnesota and herself formerly manager of the St. Paul bookshop, has joined the firm and will be in charge of the juvenile department. The staff also includes Mrs. George S. Kaufman, wife of the famous playwright, and Ernestine Evans, journalist and editor for the past two years of the children's book supplements of the *New Republic*.

Circus Books

THE Circus Fans Association of America, whose organ is the *White Tops*, is desirous of publishing a complete list of books pertaining to the circus. They would like to have reports from publishers on books they issue in this field, all books of facts and experiences, fiction, children's books, and literature of any kind. Such reports should be directed to Karl Kae Knecht, 111 Adams Avenue, Evansville, Ind.

The Cleveland Public Library prepared several years ago a list of circus books. The list called "Circus Days and Circus Ways" was printed on the programs of the Ringling Brothers and Barnum and Bailey shows. This list appeared in the *Publishers' Weekly* for April 25, 1925.

Is this a Bookselling Record

THERE is a book in general circulation of which 3,000,000 have been sold in twenty-seven years which has been averaging 300,000 a year for the past ten years and which, on going into a new revised edition this month, is expected to sell 500,000 the first six months. Such a record may well make any publisher jealous, and it is the record of the Boy Scouts of America and their "Handbook For Boy Scouts." The volume has been thru three editions, and the fourth is used as an opportunity for a complete revision thruout with all the references and illustrations brought up to date and new chapters such as the one for "Lone Scouts" added. The volume this time is bound in heavy blue binding paper

with a cover design by Norman Rockwell.

Publishers and booksellers will be glad to find that there is the same emphasis on the place of books in the Scout program as has been the case since the beginning of the movement, and Franklin K. Mathiews, Chief Scout Librarian and Associate Editor of *Boys' Life*, has written an article on "Fun From Books," which is followed by an annotated list of 88 volumes suggested as a basis for the beginning of a boy's library. The booktrade will not forget that it was the Boy Scout office, with Mr. Mathiews, that first experimented with a Book Week, and it was Mr. Mathiews' address before the booksellers' convention in Boston which led to the more fully organized effort that now exists.

Some Department Store Figures

THE Federal Reserve Bank of the New York district prints figures of department store sales for October which show books and stationery departments in a rather favorable light. The total sales increased 9.2% over the previous October, while stock on hand was .7% less.

A Lawrence Book Changes Hands

A COUPLE of weeks ago, that most famous of "current" rare books, "The Seven Pillars of Wisdom" by Colonel Lawrence, came up for sale at the Anderson Galleries in New York, a copy of the English subscription edition that the author had presented to one of its illustrators. It was the Brick Row Bookshop which had the courage to bid in this rarity and within a week a customer had been found and the volume was on its way to a buyer.

SHOWED UP TEACHER

One: "Well, I showed up the teacher before the whole class today."

The other: "Why? Wise us up."

One: "She asked me for Lincoln's Gettysburg address 'n I had to tell her he never lived there. Oh, you should have heard the class laugh then."

—School Board Journal.

Are There Too Many Books?

A Debate Before the New York Booksellers' League

Resolved, That the Publishing of Fewer Books is Practicable and Likely to Benefit Both Publisher and Bookseller

I

Affirmative by John A. Holden

AS an old and fairly well-seasoned member of the profession of book-selling I have for many years felt that there were too many books published every year. When Frank Doubleday some time ago uttered the slogan "Fewer and Better Books" it struck a vibrant chord, and I had hopes that the seed he sowed at that time would take root and bring forth better conditions in the book-publishing world. We will all agree that each and every publisher believes honestly that his yearly output is none too large. He loves to take that fascinating and ever hopeful gamble of hitting an unexpected "best seller." He knows he needs one just every so often in order to balance the loss on the other nine or nineteen books that show a minus in his trial balance at the end of the year. It is a mighty alluring game he plays.

Now let us glance at the statistics of the yearly output. I will give the figures as briefly as possible. During the year of 1926 according to the records there were published in these United States 6,832 new books and 1,727 new editions. A "new edition," bear in mind, does not simply mean another impression of an old book. It is a newly revised and reset edition of a book that has been out of print or is issued because later developments on the subject call for another edition. Now every bookseller knows that he is more or less obligated to look over the salesman's samples. Among these are many titles that have received little or no forecasting in the way of announcements. He takes a chance on these dubious items by ordering two or three, or five copies but often when stock-taking time comes around half of these un-

heralded babies are still on the shelves and ready for the "mark-down."

A lot of time of the bookseller is also taken to absorb the circular announcements of new books that he gets in his daily mail, or is spent reading the publishers' advertisements he finds in his trade journals. Still more time is required to examine the traveler's samples when they come along. He is forced to adopt, in a way, the gambling spirit of the publisher. He hopes his judgment will prove to be decently correct when the season is over, but it is only the expert buyer with a large outlet or the very cautious buyer with a small outlet who can show approximate skill in placing orders.

Shall we have fewer and better books in the years to come? Let me say honestly that the publishers only can answer that question. Perhaps some of the wise ones are learning by experience and will pick with greater caution from the flood of manuscripts that come up for consideration. Publishers should pass-up a greater number of uncertainties and stress the selling campaign on those selected.

Take for instance the total output of five only of our leading publishers. During the past year the Macmillan Company published 614 new books; George H. Doran Company, 304; Houghton Mifflin, 213; Charles Scribners' Son, 182; and E. P. Dutton and Company, 178, a total of 1500. Counting all of the 19 houses that put out more than 100 books each in 1926, the total shows 3,560, or an average of 187 each. These figures are so staggering that the average bookseller is justified in crying out for "fewer and better books." The chances are that he did not sell a single

copy of half of the 3,560 titles and he probably placed in stock not more than 20% of the total number. That there has been an over-production in the number of books is constantly proclaimed in the long lists of "jobs" and "remainders" that are offered at 10c to 25c on the dollar by half-a-dozen wholesale houses in this specialty.

The publication of fewer books should result in:

- (1st) **BETTER BOOKS**—because the publisher would exercise more care and thought in the choice of titles, and consideration of possible markets.
- (2nd) **LONGER LIFE FOR THOSE CHOSEN**—because the fact that they are better is likely to prolong life; the fact that they are better and that more thought, more care and more advertising effort would be spent upon them, would prolong their active sale.
- (3rd) **MORE ROYALTIES FOR AUTHORS.** This would follow longer life and greater sales due to increased advertising and sales effort behind them.
- (4th) **MORE INTELLIGENT HANDLING OF BOOKS BY BOOKSELLERS.** If there are fewer titles to take care of, the possibilities that each bookseller can estimate the value of books, understand their contents, devote himself to their sales, is increased in some proportion to the smaller number of titles he is called upon to sell.
- (5th) **MORE NET PROFIT FOR PUBLISHER AND BOOKSELLER.** The proportion of failures in many publishing houses is very large. These failures have to be taken care of by the small proportion of successes. A book selling for two, three and four years pays much more on the investment than does an entirely new book.
- (6th) **BETTER SATISFACTION TO BOOK BUYERS.** Growth of "Books of the Month" Clubs, "Literary Guilds" and so forth has come out of this difficulty of too many books. Selections for the public can best be made by the bookseller and publisher on fewer titles.
- (7th) **THE PUBLICATION OF FEWER BOOKS** Would eliminate "losses" in the retail trade where the bookseller has to sell at clearance sales many worthless

books that he has bought from publishers. A healthier retail solution would develop from a reduction in the number of titles.

In the *Literary Digest* for June 17, 1924, in a discussion of this problem Frank Doubleday said: "I am quite sure that very much too many books are published and many unworthy ones."

A. A. Knopf said: "I am definitely of the opinion that altogether too many books of inferior quality—literary or otherwise, are being published. The most serious problem confronting the booktrade, including publishers and authors, is the great quantity of inferior books that are making it difficult for the really worthwhile to get a hearing."

George P. Brett said: "Too many books are being published that are not strictly worth while and that have no real reason for their existence."

Is it practicable then to publish fewer books? If by practicable we mean desirable then the general opinion of the retail trade against the great mass of undesirable books, against the steady flow of new books from presses at the rate of three novels alone per day, combined with the expression of a number of publishers against the publishing of so many, would indicate that it is very desirable, and desirable means practicable. If by practicable we mean feasible then we might suggest that several possibilities are available—the direct reduction of publication plans on certain classes of literature over a given period, the direct decision not to publish books similar to good books already published on the same subject, and direct action by each individual bookseller to refrain from buying a certain percentage of new books from publishers. A general trade concurrence toward concentration would bring about the publication of fewer titles. The affirmative suggests that this is practicable.

If it is under-consumption and not over-production that we suffer from—that also relates back to over-production. Under-consumption is due partly to under-emphasis or under-selling or under-advertising. If advertising and selling were able to direct more intelligent attention to fewer titles, those titles would have greater consumption. We would have not more models but

more books sold and read. The crowding in of more models relegates the old but fair selling items to the background.

There is a pronounced need of fewer and better books in the interest of all concerned—publishers, booksellers and the dear old faithful book-buying public, but the problem can only be solved thru the individual publisher. It cannot be forced by the mere recommendation of a publishers' association or by the dictum of a booksellers' organization.

If 4,000 new books instead of 8,000 was the yearly output the whole list would bring better financial results to both producer and distributor and win the confidence of the buying public. A better appropriation for publicity could be given to

each title instead of having the advertising appropriation spent largely as now on the select 10% of the titles really important and worth while. Over-production forces a frightful strain in the adjectives of the language in the endeavor to make the "blurb" sell third- and fourth-rate productions.

"Fewer and better books" ought to be the battle-cry in the bookshops, but I fear it will go unheeded by the publishers.

If we could only get the women to act on this problem, there would be a prompt and drastic reform. Witness what happened within the past few years as a result of their crusade for shorter hair and larger comfort and for shorter skirts and longer socks. They know how to go about it!

Resolved, That the Publication of Fewer Books is Practicable and Likely to Benefit Both Publisher and Bookseller

II

Negative by Franklin Spier

THE word "better"—as used in the slogan "fewer and better books"—has been specifically omitted from the wording of the question we are to discuss. Nevertheless, the movement for a reduction in publishing output has gained headway on the supposition that it would bring about a corresponding rise in literary quality. The affirmative recognizes this fact and bases many of its arguments on this supposition. It realizes that anything which helps the cause of true literature helps the booktrade, and that conversely, anything which lowers literary standards in books simply opens the booktrade to a flank attack from newspapers and magazines.

Slogans are often misleading. Everyone knows perfectly well that better cars are made than Buicks, that decidedly few people would walk a mile for a Camel, and medical authorities deny that four out of every five people have pyorrhea. "Fewer and better books" makes a sweet and specious appeal to the ear. Voiced by a publisher, it requires to be taken with several grains of salt, for every publisher—as in the famous ring of politicians in the "Boss" Tweed cartoon—implies that it is

the other fellow who is at fault, and that the curtailment process should start away from home.

In the mouths or minds of the retailer in books, it reveals a defeatist attitude. The trade is faced with the very real problem of how to increase turnover and how to eliminate unsold stock. I hope to show you that the cry for curtailment is an evasion, not a method of cure, of the problem.

Assume a highly hypothetical case: a bookseller is offered one hundred books, each of a different title, and buys one copy of each. He disposes, let us say, of eighty of these within a given period. The next season he is offered only half as many titles, but his buying capacity and the requirements of his business still impel him to buy one hundred books, so he buys two of each title. At the end of the same period, is there any likelihood that the eighty customers who bought the first season, will have bought from him a larger quantity? Is it not much more probable that—because the diversity of selection has been reduced by one-half—he will have sold, actually fewer books in total?

The proposition is neither practicable.

nor even if it could be carried into effect, would it benefit either publisher or bookseller. Any agreement between the publishers themselves would be most difficult to secure. If some entered into such an agreement and others did not, authors who could not find a publisher would gravitate towards the firms not in the compact, to the benefit of the latter. Even if an agreement that was practically unanimous could be obtained, and there were some way of enforcing it, there is every reason to believe that it would be considered illegal.

A similar combination on the part of booksellers is equally unthinkable. Assuming that you could get all the buyers to agree to restrict their purchases on some definite percentage basis, the desired result would not be attained unless all concurred on the same titles. Clearly this would come under the class of illegal agreements.

Suppose, however, that a basis of curtailment could be agreed upon, either by the publishers, or the booksellers, or both, that there were some way of enforcing it, and that the courts would allow it to operate. It would have a most unfortunate effect upon the publishers, jobbers, retailers, and the cause of books and literature generally; striking a blow which would require years to efface.

I would like to call your attention to the fact, which can easily be proved, that the booktrade has benefited enormously from the general broadening of human knowledge, from the increasing diversity of subjects and titles about which books are written, and from which the public may choose. Every new discovery in science, in business, in any field of mental inquiry brings a corresponding interest in books on that subject in some quarter of the public which was not previously interested. People are buying books today dealing with automobiles, advertising, child training, public health, radios, aeronautics, communism, psychology—to name only a few of countless fields only recently developed. And at the same time books on topics of earlier moment are not neglected. Books on horses and horseracing are still written and read tho automobiles have come in. Ghengis Khan and the philosophies of Plato and Descartes are written about tho Commander Byrd and

behaviorism hold the front pages. The whole body of American poetry is respected and read today where it had no recognition at the beginning of the century; yet Keats and Shelley are no less read on that account.

If you would convince yourselves of this, compare the listings of subjects and titles in the A.L.A. Catalog for 1926 with that for 1904. Nearly 100% more classifications are apparent; yet the old headings are retained also. Truly the advancement of business in the booktrade, amounting to over 100% since 1919, has been accompanied by an amazing diversification and growth in human knowledge and the fields of human inquiry. And in the most practical sense, the bookseller has benefited. Even when a number of books have been written on the same subject—imitations of popular successes, our friends who favor fewer books would stigmatize them—I fail to see that any but the inherently worthless books are left on the dealers' hands. Lenz, Foster, Whitehead, Work and other authorities on bridge might be said to have cut into each other's field; actually and on the contrary, each has helped increase the field of the other, and the combined effect of the publishers' advertising for these books has fomented and solidified the new interest in bridge as a pastime, and acquainted hundreds of thousands of bridge players with the fact that a visit to the bookstore would be of value to them.

If any curtailment of publishing is brought about, it must necessarily be at the top, not the bottom, of the publishers' lists. A general average of strong-selling popular works is essential to enable the publisher to carry several really good things which he likes but for which popular success cannot be predicated. How many of the really good books of the past few years were "sure things?" How many even of those which attained big sales, were counted upon to do so before publication? Not "Main Street," not "Queen Victoria," not "The Story of Philosophy"! Mr. Hergesheimer's first two novels sold less than a thousand copies each on their first publication. Sheila Kaye-Smith, W. H. Hudson, Leonard Merrick, E. M. Forster all had disastrous failures (several of them) before their

books "took hold." Such authors must be built up, and the public's taste for them cultivated; that is part of the sportsmanship and worth of publishing which removes it from the category of the cloak and suit business.

What price scholarship? Are we to penalize the author who ventures afield into new and untried realms, and reward only him who stays on safe ground where the sales are assured? Are we to join the Thompsons and "Sport" Hermans of Chicago and publish only those books which tell us what we already know, or think we know, or which present views acceptable to the mob? Must an author, who has made his mark in literature and to whom we are indebted for part of our bread and butter, be made to feel that he must write ever downward in order to insure his place on his publisher's list? If his work varies in quality—and whose does not?—shall we refuse to sell any work that fails to reach the standard he himself has set; and thereby set ourselves the task of getting back his public for him after a long lapse of time? Must the new men with ideas but no reputations, or the established authors who are eager to forge out into new fields, seek publishers other than those whose methods have been proved successful? Neither publisher nor conscientious bookseller would be happy under such a general state of affairs!

But if, on the contrary, publishers decide to hold on to the books and authors in whose greatness they believe, and start paring at the other end, what will happen? A public which now goes into the bookstores, even if it is only occasionally, to buy obviously inferior and meretricious books, would simply be driven to the newspapers and the magazines where such reading could be found. If you, personally, are devoted to Huxley and Hazlitt and I spend my evenings with Cabell and Anatole France, who shall say that some one else does not equally satisfy his mental and spiritual needs with Gene Stratton-Porter or the author of "Chickie"? Why send their quarters or dollars to the movies or the news-stands when they might be helping to make it possible to publish and sell really good books?

But perhaps the strongest and most ob-

vious objection to the curtailment scheme is that which was voiced by a leading publisher the other day: "How are you going to know which books to pass up? I don't know which books are going to sell; my salesmen often make bad guesses; my editorial men can't tell me surely. It is not a rarity but almost an accepted occurrence that the two or three books which we are grooming for the best seller lists fall way below expectations and some other book, which we had not counted upon, supplants them. With all the good intentions in the world, it can't be done!"

And if the publisher is confronted with the lack of an iron-clad rule or testing machinery to guide him, how much more is this true of the bookseller, who has only a very inadequate opportunity of examining and appraising the books which are presented to him for purchase?

Every specialist, they say, finds his own specialty at the root of a patient's illness. I deal with books largely from the angle of selling, particularly thru advertising and promotion. And I believe that if we had reached a state of perfection as regards distribution, reaching all the possible markets, and had complete, sure-fire promotion of all books offered for sale, we might consider eliminating duplications and waste and concentrating our effort upon fewer individual items. But it is very doubtful that the saturation point in authorship and scholarship has been or ever can be reached; it is equally certain that, tho we have made splendid advancements, we have not yet fully realized the potential book audience of this country.

To my mind, our powers of analysis and constructive help in meeting the problem of inadequate turnover and unsold stock should rather be directed at these possibilities:

1. The further development of specialization among bookstores generally, in order to eliminate waste and to cultivate more intensively existing and potential markets.

2. More careful buying on the part of the bookseller—based on more complete information furnished in advance of publication by the publishers or an impartial source; refusal to buy if the publisher has not presented an adequate marketing plan;

refusal to be stampeded by high-pressure selling methods; refusal to "buy discounts."

3. Working out of a mutual system between shops to dispose of unsold stock, before the bargain counters are resorted to. With this, a regrading of prices downward on slow items on a fixed scale as is done in other lines and in the book field in various other countries.

4. Universal, total or partial returns on unsold stock to distribute the risk.

5. Better planned, and more closely coordinated, promotion, both by booksellers and publishers:

a. Booksellers to discover and exploit markets more thoroly. A research service by the A.B.A. might be of considerable help.

b. Publishers to work out in detail, merchandising plans for each book on their lists—to know definitely, and to inform the bookseller, where each has its audience and then to try to reach that audience thro every possible means of contact.

c. Possibility of publishers agreeing on certain cooperative effort in order to lessen confusion of a multitude of titles issued haphazardly:

(1) Thru agreeing on fixed publication dates, timed to coincide with the appearance of advertising.

(2) Thru cooperative advertising on books which have a similar public appeal.

In the Bookmarket

IN April *Knopf* will publish a new book of poems by Elinor Wylie, to be called "Trivial Breath." This will be her first book of verse in five years and it promises much, not only poetically but also typographically, for Elmer Adler is designing it, and the Pynson Printers are printing it. Mrs. Wylie is also represented on the Spring list by a novel, "Mr. Hodge and Mr. Hazard." Two other books of verse on the same list promise much, John V. A. Weaver's "To Youth" which will come out in January and, we wager, be dedicated to the new young Weaver, and Clinch Calkins' "Verse" which will appear in February. This will be Miss Calkins' first book of poetry. (Yes! She's a lady and here all the time we've been reading her poems in *The Nation*, and other magazines, we thought she was a man.) ❀ ❀ ❀ One other *Knopf* book that is due in February we must note, "The True Adventure of Christopher Columbus," by Marius André. Yes, this is the book you have been hearing about from abroad which does all sorts of things to the Columbus legend. ❀ ❀ ❀

Anne Carrol Moore, who has a way of knowing, has indicated what is "the best book about children's books in existence." It is "Miss Muffet's Christmas

Party" by the late Dr. Samuel McChord Crothers and was published as long ago as 1902 by *Houghton, Mifflin*. There are rumors of a new edition of the book, to be published in the Spring. ❀ ❀ ❀ We've always wondered just how R. H. Mottram, author of "The Spanish Farm Trilogy" and "Our Mr. Dormer," both *Dial*, could hold a position with Barclay's Bank in London and still get so much writing done and now at last he has resigned to devote his time wholly to writing, and the lecture platform. The best part of that news is that he will make a lecture tour of the United States. ❀ ❀ ❀

On December 15th, *Dodd, Mead* published Wallace Nutting's new book, "New York Beautiful," just in time for the Christmas stocking. This is the first time *Dodd, Mead* has had a Wallace Nutting book, Mr. Nutting having published the previous volumes himself. The book contains over 350 photographs of various sections of the state as well as a colored frontispiece. ❀ ❀ ❀ Henry F. Pringle, whose "Alfred E. Smith," *Macy-Masius*, is today one of the country's best sellers is putting the finishing touches to a critical biography of Theodore Roosevelt, which *Macy-Masius* will issue shortly as "Roosevelt: The Man, not the Myth."

There's no excuse now for not being up on the literary careers of John Erskine and Robert Nathan. Louis Bromfield has written an appreciative essay on his fellow novelist, Louis Bromfield, and Henry Morton Robinson, a study of "John Erskine. A Modern Actaeon" (published in part in the *Bookman*). Both have been issued as booklets by Bobbs Merrill, with helpful bibliographies. These booklets are always appreciated by the bookseller and his customers. ❀ ❀ ❀

"An Absolutely Honest Advertisement" is the heading which Earnest Elmo Calkins gives to a discussion in *Advertising and Selling* of November 30th in speaking of "The Inner Sanctum" pages which Simon & Schuster have been running in the *Publishers' Weekly*. "It is unusual enough,"

he says, "for a manufacturer to mention favorably in his own advertisement the products of a competitor. It is even more unprecedented for him to deprecate the selling qualities of one of his own. In this advertisement both are done. The Simon & Schuster advertising has many refreshing qualities, of which stark, unwinking frankness is the chief." ❀ ❀ ❀

An interesting variation of tie-up between bookshop and local authors is the exhibit at the Columbia University Bookstore of volumes written by members of the University's classes in juvenile story writing. Notices on the bulletin boards of the various college halls invite the students to solve some of their Christmas book problems from this display. Some eighteen titles are represented. ❀ ❀ ❀



Will Rogers, star of Sam Rork's production "A Texas Steer" uses Emily Post's "Etiquette" in making a comedy special for First National

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*
25 East 10th Street, New York City

The Fair Trade Act

ONCE again H. R. 11, renamed the Fair Trade Act, has been introduced in the House of Representatives, Seventieth Congress. Congressman Kelly is again responsible for its having been brought to the attention of the House, and it has, for the second successive Congress, been referred to the House Committee on Interstate and Foreign Commerce.

This bill is a revised edition of the original Capper-Kelly bill as that bill was referred back to the Committee on Interstate and Foreign Commerce by a subcommittee, Representative Merritt, chairman, which committee re-drafted it. It is believed that the new measure answers all of the objections that were advanced during the recent hearing before the Committee on Interstate and Foreign Commerce at which time both proponents and opponents of resale price legislation were allowed to air their views before that body.

So that the members of the booktrade may understand this measure thoroly, we wish to call attention to the fact that it is intended to legalize the so-called "vertical" contract. Today a manufacturer may or may not sell, as he prefers, to a retail outlet. He can stop if he feels that that outlet is breaking his market by unfairly slashing prices. He cannot, however, control other people who handle his product (wholesalers, jobbers, etc.) and cannot stop these other people from selling that retail outlet. This bill will enable the manufacturer (1) to make a contract with a retail outlet so that that outlet must sell at the advertised price and (2) to make a contract with distributors so that they must in turn sell to retailers only under a contract forbidding the cutting of the advertised price.

This measure states "that no contract relating to the sale or resale of a com-

modity which bears (or the label or the container of which bears) the trade-mark, brand or *name of the producer or owner* of such commodity and which is in fair and open competition with commodities of the same general class produced by others shall be deemed to be unlawful," and, "that the vendee will not resell such commodity except at the price stipulated," and, "that the vendee will require any dealer to whom he may resell such commodity to agree that he will not in turn resell except at the price stipulated by such vendor or by such vendee."

In section five of the act the term "producer" is defined to mean "the grower, packer, maker, *manufacturer or publisher*" and the term "Commodity" means "*any subject of commerce.*"

It would seem, therefore, that the booktrade is covered in every respect if this act is passed and becomes law.

I wish to call attention once again to our page in the issue of November 19th. We are anxious to receive answers to this questionnaire from booksellers in every part of the country inasmuch as it is thought that we may be called to testify before the Federal Trade Commission which body is investigating this situation of its own accord.

The information which we may obtain from the answers to this questionnaire will enable us to write an effective brief, and it is hoped that booksellers will immediately lend their aid in this matter. We would also call attention to the fact that there is no time like the present for getting in touch with those persons who are likely to possess some influence with our representatives in Congress and explaining the reasons for the desire of the booktrade to have some sort of protection with regard to price maintenance.

The Book of Record Size

TWO hundred great volumes in the Thibetan language, each volume so large that two are a load for a man, have started on a pilgrimage from Thibet to Peking. One hundred coolies are carrying them, and later these will be transferred to pack animals. Then they go in carts, and finally by steamer. This set of record-breaking size is a complete copy of the "Gangur" and is to be used in Peking by the Lama priests of the Temple, having been ordered by the Panchen Lama, who is an exile from Thibet after having differences with the temporal ruler, the Dalai Lama. In Peking the work will be translated into Chinese, together with the commentary called "The Denjur." The priests state that a real understanding of the mysticism of Lamaism can only be had by a study of these scriptures of legendary origin.

Publicity in the Tribune

BOOKS of the New York *Herald Tribune* have started a novel form of promotion, that of a weekly column devoted to a description of the function and character of different bookshops. The first one appeared on November 27th, describing the Country Bookshop at Greenwich,



Drawing of The Country Bookshop, Putnam Avenue, Greenwich, Connecticut

Conn., and the second one on December 4th devoted to Miss Cutter's Children's Bookshop on Fifty-Seventh Street, New York. Each column is headed by a very



Exterior of Miss Cutter's Shop

admirable little drawing picturing the exterior of the shop, and at the bottom of the column is a picture from the interior.

The idea of this promotion is to emphasize the fact that books are not merely reviews but are things to be purchased, and that bookstores are the place for the supplies to be had. Such emphasis is decidedly worth while if the many people who read book reviews are going to become bookstore habitués, and it may prove a good antidote to the currently stressed idea that the only way to buy books is to have them come by mail the first of each month.

Book Travelers' Banquet

THE Third Annual Banquet of the Associated Book Travellers will be held at the Hotel Commodore on Wednesday evening, December 28th, at seven o'clock.

There will be a humorous discussion on the pleasures and hardships of publishing and selling. The speakers will be Alfred Harcourt, Christopher Morley and Harry Savage.

English Reviewing for American History

LAST July the Anglo-American Conference of Historians discussed the difficulty that English scholars find in obtaining information about learned works published in the United States. The Conference resolved to take the initial step in remedying the situation by publishing a list of British periodicals dealing with history and allied subjects to which publishers might send review copies of their works. This list was published in the July 11 issue of the *Publishers' Weekly* for 1927.

The Anglo-American Historical Committee has now sent from London the following appendix to the list:

Ancient History

All books dealing with ancient history may usefully be sent to:

The Classical Review

The Classical Quarterly

The Year's Work

at The Editor,

c/o Murray,

Albemarle Street,

London, W. 1.

The Journal of Hellenic Studies

The Journal of Roman Studies

at The Editor,

c/o 50 Bedford Square,

London, W. C. 1.

Oriental History

All books dealing with oriental history may usefully be sent to:

The Bulletin of the School of Oriental Studies

The Editor,

School of Oriental Studies,

University of London,

Finsbury Circus,

London, E. C. 2.

The Asiatic Review

The Editor,

3 Victoria Street,

London, S. W. 1.

Journal of the Royal Asiatic Society

The Editor,

74 Grosvenor Street,

London, S. W. 1.

Railway Bookstalls

THE railway bookstall system followed quickly upon the opening of the first railway lines in England, Scotland and Ireland, one hundred years ago, says Mr. J. D. Michie in *The Victorian Railways Magazine*. Today that system is as much a part of the railway service of the globe as the train itself. A history could be written around the extraordinarily romantic yet utilitarian expansion of the bookstall business. Who can estimate what it has meant in spreading knowledge from Nadir to Zenith? Who can over-estimate what it has done for literature? In cultivating and strengthening the invaluable taste for reading, the railways have played an enormously beneficial part, but their bookstalls, all over the wide world, have been a great auxiliary in the provision of entertainment and education.

Lew Sarett's Itinerary

Author of "Slow Smoke," "Many, Many Moons" and "Box of God."

January	9	Negaunee, Michigan
	10	Gladstone, Michigan
	11	Wausau, Wisconsin
	12	Menominee, Wisconsin
	13	Kenosha, Wisconsin
	14	College View, Nebraska
	16	Chicago, Illinois
	17	Jackson, Michigan
	18	Muncie, Indiana
	19	Goshen, Indiana
	20	Grand Rapids, Michigan
	22	Dundee, Illinois
	24	Rockford, Illinois
	25	Quincy, Illinois
	26	Danville, Illinois
	27	Memphis, Tenn.
	28	Springfield, Ill.
	30	Oshkosh, Wisconsin
	31	Beaver Dam, Wisconsin
February	1	Whitewater, Wisconsin
	2	LaCrosse, Wisconsin
	6	New Wilmington, Pa
	7	Lorain, Ohio
	8	Ashtabula, Ohio
	9	Essex Falls, New Jersey
	10	Bernardsville, New Jersey

Changes in Price

"The Selected Poems" of George Sterling, published by Henry Holt Co., has been taken over by A. M. Robertson, San Francisco, Calif. The price has been raised from \$2.00 to \$2.50.

J. B. LIPPINCOTT COMPANY

"Stories of Men and Nature" (Silent Reading, 4th Book) by Ethel M. Hale. Decreased in price from 80c. to 72c.

"Common Diseases of Farm Animals" by R. A. Craig. Fourth edition \$3.00.

FREDERICK A. STOKES COMPANY

Effective at once:

Dayton and Adam's "Steamboat Days" increased from \$5.00 to \$6.00.

THE UNIVERSITY OF NORTH CAROLINA PRESS

"American and French Culture," by Howard Mumford Jones, to appear December 20, will be priced \$5.00, instead of \$4.50, as previously announced.

D. VAN NOSTRAND CO.

Byers, H. G. "Outline of Qualitative Analysis" will be out of print beginning January 1, 1928.

Obituary Note

MOORE C. TUSSEY

MOORE C. TUSSEY, a member of the publishing firm of Henry Holt & Co., committed suicide in the Yale Club last week. Mr. Tussey was a graduate of the class of '08. Previously associated with the Macmillan Company he had been with Henry Holt & Company for five years. He was a director of the firm and head of the college department. According to one associate he was one of the best men in his particular field of publishing and his department was one of the most successful and largest of the firm.

Communication

State of Vermont,
Free Public Library Dep't.,
Montpelier, Dec. 14, 1927.

Editor, *Publishers' Weekly*:

I should indeed like to thank you for giving space to our cause in your editorial and the other column with Mr. Rugg's letter. Several publishers have sent us fine contributions already, and every book helps.

The little libraries at Johnson and West Hartford will appreciate your help too, I know.

Very sincerely yours,

MILDRED C. COOK, *Secretary*.

Business Notes

NEW YORK CITY—The Rowfant Book Shop has been opened at 165 William St., in the financial insurance district, by Samuel Loveman, formerly of Cleveland and recently in charge of the rare book department of Dauber & Pine. The store will carry new and current books, but will also devote itself to fine editions, modern printing and first editions. The first catalog will be published in January.

Record of American Book Production, November, 1927*

CLASSIFICATION	New Publications			By Origin			
				English And other Foreign Authors			Total
	New Books	New Editions	Pamphlets	American Authors	Manufacture	Imported	
Philosophy	19	1	2	19	3	—	22
Religion	53	3	6	53	—	7	62
Sociology	38	3	9	46	—	4	50
Law	6	2	—	8	—	—	8
Education	14	1	1	16	—	—	16
Philology	13	5	5	18	3	2	23
Science	25	4	6	29	1	5	35
Technical Books	15	5	4	23	—	1	24
Medicine	18	8	2	25	1	2	28
Agriculture	8	4	4	15	—	1	16
Domestic Economy ..	3	—	2	5	—	—	5
Business	15	2	1	17	—	1	18
Fine Arts	13	3	3	16	1	2	19
Music	12	2	—	11	—	3	14
Games	5	2	4	11	—	—	11
General Literature ..	41	3	2	31	3	12	46
Poetry-Drama	62	12	15	68	10	11	89
Fiction	69	36	—	75	21	9	105
Juvenile	63	19	1	68	9	6	83
History	34	4	3	31	4	6	41
Geography	40	4	2	32	2	12	46
Biography	60	7	6	52	4	17	73
Miscellaneous	3	—	3	5	—	1	6
	629	130	81	676	62	102	840

* In November, 1926, 658 new books, 119 new editions, 134 pamphlets, a total of 911, were recorded.

Notice to Publishers

The PUBLISHERS' WEEKLY of January 7th will have the customary annual announcements of New Year changes in the personnel of the staffs in the various publishing houses. Data regarding changes to take place in the editorial, production, or selling departments, should be sent in before January 1st.

THE PUBLISHERS' WEEKLY.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Age, Khub Dokhta

India tomorrow. 88p. D '27 N. Y., Oxford \$1.50

Apuleius, Lucius

Apuleius, The golden ass; being the Metamorphoses of Lucius Apuleius; an English translation by W. Adlington, 1566: rev. 1915-1927, with an essay by Charles Whibley. 288p. (bibl.) O (Black and gold lib.) [c.'27] N. Y., Liveright \$3.50

Ballantyne, R. M.

Erling the bold. 306p. il. (col. front.) D (Days of chivalry) '27 Bost., L. C. Page \$2

Barry, Charles

The witness at the window. 296p. D [c.'27] N. Y., Dutton \$2
Concerning the murder of a woman with a past.

Barry, John F., and Sargent, Epes Winthrop

Building theater patronage; management and merchandising. 438p. il., diags. O c. N. Y., Chalmers Pub. Co., 516 5th Ave., flex. fab. \$5

A guide for the motion picture theatre manager.

Baudelaire, Charles Pierre

The letters of Baudelaire; tr. by Arthur Symons. 320p. O '27 N. Y., A. & C. Boni \$4

Beck, Jean Baptiste, ed.

Le chansonnier cangé, pts. 1 and 2 [lim. ed.]. 315p.; 419p. il. (col.) Q (Les chansonniers des troubadours et des trouveres, v. 1) '27 Phil., Univ. of Pa. Press \$30

Bédier, Joseph i.e. Charles Marie Joseph

Tristan and Iseult; tr. by Hilaire Belloc. 195p. il. D c. N. Y., A. & C. Boni bds. \$2

Bell, Sir Charles

Tibet: past and present [cheaper ed.]. 338p. il. maps D '27 N. Y., Oxford \$3.50

Bennett, James O'Donnell

Much loved books; best sellers of the ages. 469p. (36p. bibl.) O c. N. Y., Liveright \$3.50
About the Bible, "Robinson Crusoe," "The Three Musketeers," the "Rubaiyat," "Huckleberry Finn," and many other books whose popularity is not dimmed by time; these papers appeared originally in the Chicago Tribune.

Bird, Ulmer S.

Along the trail; poems. 60p. front. D c. Bost., Stratford bds. \$1.50

Bradley, Edward Sculley

George Henry Boker, poet and patriot. 372p. (12p. bibl.) il. O c. Phil., Univ. of Pa. Press \$4

The biography of an American poet, whose fame, at present, rests chiefly on his "Francesca da Rimini."

Brown, Roland Wilbur

Materials for word-study; a manual of roots, prefixes, suffixes and derivatives in the English language. 234p. D [c.'27] New Haven, Conn., Van Dyck & Co., 121 Olive St. flex. cl. \$2

Carlin, Francis pseud. [James Francis Carlin MacDonnell]

Reminiscences of an ex-detective; 4th ed. 256p. il. O [n.d.] N. Y., Doran \$5

The author was a former Superintendent of Scotland Yard and tells all sorts of thrilling stories.

Carlyle, Thomas

Essay on Burns; ed. by Irene P. McKeehan; school ed. 154p. il. S (Western ser. of Eng. and Amer. classics) '27 Oklahoma City, Okla., Harlow Pub. Co. 50 c.; pap. 30 c.

Albert, C. D.

Machine design drawing room problems; 2nd ed. 355p. il. O '27 N. Y., Wiley \$3.50

Baker, Alice L.

The wings of the morning [travel]. 62p. S '27 Chic., Fawley-Drawbaugh Co. pap. apply

Ballard, C. W.

The elements of vegetable histology; 2nd ed., rev. and enl. 289p. diags. D '27 N. Y., Wiley \$3.25

Booth, Hilliard

His majesty, the queen; comedy in two acts. 31p.

diagr. D (French's internat'l copyrighted ed., no. 615) c. '27 N. Y., S. French pap. 30 c.

Brooks-Bryce Anglo-American prize essays, 1927; introd. by Herbert Adams Gibbons. 61p. il. D [n.d.] N. Y., Brooks-Bryce Foundation, 19 W. 31st St. bds. 75 c.

Bushnell, David I., jr.

Drawings by A. De Batz in Louisiana, 1732-1735. 14p. il. O (Misc. coll., v. 80, no. 5) '27 Wash., D. C., Smithsonian Inst. pap. apply

Connelly, Marcus Cook

The wisdom tooth; a fantastic comedy in three acts. 95p. il. diags. D (French's standard lib. ed) c.'27 N. Y., S. French pap. 75 c.

Cooper, Alice Bailey

The skating gander; 5th ed. 96p. il. (pt. col.) O (Nature children) '27 Joliet, Ill., Volland bds. \$1.35, bxd.

Dana, Harvey Eugene, and Mantey, Julius R.

A manual grammar of the Greek New Testament. 376p. D c. N. Y., Macmillan \$4

De La Mare, Walter John

Told again; old tales told again. 248p. il. O c. N. Y., Knopf buck. \$3.50
"Jack and the Beanstalk," "Little Red Riding Hood" and many other familiar fairy stories and folk tales, told in a new way.

Denny, Ernest

Troublesome wives; a comedy in three acts. 96p. O (French's standard lib. ed.) c.'27 N. Y., S. French pap. 75 c.

Desmond, Humphrey

The ways of courage. 217p. O '27 St. Louis, Mo., B. Herder \$1.50

Des Sins, Evon

Moon shadows. 32p. O (Stratford poets) [c.'27] Bost., Stratford pap. 50 c.

Donahue, George J.

John Henry, Cardinal Newman. 224p. (bibl.) D c. Bost., Stratford \$2
A biography, written particularly to interest Catholics.

Dressler, Albert, ed.

Emperor Norton; life and experiences of a notable character in San Francisco, 1849-1880 [lim. ed.]. 30p. il. (col. front.) O '27 San Francisco, Editor \$1.50

Duncan, Isadora

My life. 359p. il. O c. N. Y., Liveright \$5
The autobiography of the famous dancer, which was finished just before her recent tragic death.

Dunton, James Gerald, ed.

C'est la guerre! 353p. D '27 c.'25-'27 Bost., Stratford \$2.50
A compilation of the best stories of the World War.

Charteris, A. H.

Australian immigration policy. various p. (bibl. footnotes) maps D (Internat'l Conciliation, no. 235) '27 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Clemens, William Montgomery, comp.

North and South Carolina marriage records from the earliest colonial days to the Civil War. 305p. O [c.'27] N. Y., Dutton \$10

Clifford, Vance

Minstrel laughs. 128p. S [[c.'27] Chic., T. S. Denison pap. 40 c.

Crossen; Harry Sturgeon, M.D.

Gynecology for nurses. 281p. il. (col. front.) diags. Q c. St. Louis, Mo., C. V. Mosby \$2.75

Dillingham, Louise Bulkley

The creative imagination of Théophile Gautier; a study in literary psychology. 365p. (16p. bibl.) O (Psychological monographs, no. 170) '27 Princeton, N. J., Psychological Review Co. pap. apply

Drewes, Rev. C. F.

Half a century of Lutheranism among our colored

Edmonds, Henry M.

About the manger. 32p. O (Stratford sermons) [c.'27] Bost., Stratford pap. 50 c.

Engelder, Carl J.

A textbook of elementary qualitative analysis. 211p. diags. O '27 N. Y., Wiley \$2.25

Esdaile, Katharine A.

English monumental sculpture since the Renaissance. 195p. (bibl. footnotes) il. O (Historic monuments of England) ['27] N. Y., Macmillan \$4.25

Fairley, Barker

Charles M. Doughty; a critical study. 256p. D '27 N. Y., Oxford \$2.25

Faxon, Frederick Winthrop, ed.

Annual magazine subject-index, 1926; including as Part 2, The dramatic index, 1926. 616p. O '27 Bost., F. W. Faxon buck. \$15
Part 2 is also published separately, at \$7.50.

France, Anatole

The gods are athirst [new ed.]. 285p. il. O (Ebony lib.) '27 N. Y., Dodd, Mead \$5

Frothingham, Paul Revere

All these. 326p. O [c.'27] Cambridge, Mass., Harvard \$3.50
Biographical essays.

Gandhi, Mohandas Karamchand

Young India, 1924-1926. 999p. D '27 N. Y., Viking Press \$5
Selections from Mahatma Gandhi's writings in the periodical Young India.

Godfrey, William, D.D.

God and ourselves; some thoughts for all times. 258p. O '27 St. Louis, Mo., B. Herder \$2

Grimm, Jakob Ludwig Karl, and Grimm, Wilhelm Karl

Household stories from the brothers Grimm; tr. by Lucy Crane; il. by Walter Crane. 232p. il. (col. front.) D (Children's classics) '27 N. Y., Macmillan \$1.75

Hageman, G. E.

The prophet Jonah, in sermons. 90p. D c. Bost., Stratford \$1.25

people. 111p. il. O '27 St. Louis, Mo., Concordia Pub. House pap. 75 c.

Dublin, Louis I., and Van Buren, George H.

Special aspects of the declining tuberculosis death-rate in the U. S. 10p. diags. O '27 [N. Y., Metropolitan Life Insurance Co.] apply

Edwards, Junius David

Aluminum bronze powder and aluminum paint. 104p. il. O '27 N. Y., Chemical Catalog Co. \$3

Favary, Ethelbert

Motor vehicle engineering; engines, their design and construction; 3rd ed. 363p. il. O '27 N. Y., McGraw-Hill \$4

Fuerbringer, L., D.D., and others, eds.

The Concordia cyclopedia; a handbook of religious information, with special reference to the history, doctrine, work, and usages of the Lutheran Church. 853p. O '27 St. Louis, Mo., Concordia Pub. House \$4.50

Funeral hymns (with music). 30p. O '27 St. Louis, Mo., Concordia Pub. House. flex. cl. 30 c.

Hale, Ethel M.

Stories of men and nature; Lippincott's silent reading. 198p. il., diagrs. (col.) D (Lippincott's school text ser.) [c.'27] Phil., Lippincott 72 c.

Hansen, Alvin Harvey

Business-cycle theory: its development and present status. 228p. (6p. bibl.) D [c.'27] Bost., Ginn \$2

The author is professor of economics in the University of Minnesota.

Hayward, Arthur L., ed.

Lives of the most remarkable criminals, who have been condemned and executed for murder, the highway, housebreaking, street robberies, coining or other offenses. 632p. il. Q '27 N. Y., Dodd, Mead \$6, bxd.

Heazlitt, Clarence Watt

Glamourie and whimsy; moods in verse. 84p. D c. N. Y., H. Vinal bds. \$1.50

Holt, Andrew H.

A manual of field astronomy; 2nd rev ed. 126p. diagrs. S '27 N. Y., Wiley flex. cl. \$2

Hult, Adolf

Heart to heart with you; letters to youthful seekers. 112p. D [c.'27] Rock Island, Ill., Augustana Bk. Concern bds. 75 c.

James, Bertha Ten Eyck

Nine dragons [verse]. 44p. O c. N. Y., H. Vinal \$1.50

Jones, Thomas S., jr.

Sonnets of the Cross; 4th enl. ed. 72p. T '27 Portland, Me., Mosher Press bds. \$1.50, bxd.

Keppler, P. W., D.D.

The poor souls in purgatory; a homiletic treatise with some specimen sermons; tr. by Rev. Stephen Landolt; ed. by Arthur Preuss; 2nd ed. 207p. O '27 St. Louis, Mo., B. Herder \$1.50

Kinsman, Frederick Joseph

Salve mater; new ed. 320p. D '27 c. '20, '27 N. Y., Longmans \$2.25

Koch, Anthony, D.D., and Preuss, Arthur

A handbook of moral theology; v. 3, Man's duty to himself; 3rd rev. ed. 189p. O '27 St. Louis, Mo., B. Herder \$2

Krebs, Dr. Engelbert

A little book on Christian charity; tr. by Isabel Garahan. 162p. O '27 St. Louis, Mo., B. Herder \$1.50

Laidler, Harry Wellington, and Thomas, Norman Mattoon, eds.

Prosperity? a symposium. 294p. S (Current studies) [c.'27] N. Y., Vanguard Press 50 c.

Embodying many of the points discussed in a three-day conference which the League for Industrial Democracy held in June, 1927.

Lawrence, Mrs. Una Roberts

Lottie Moon. 317p. il. D [c.'27] Nashville, Tenn., S.S. Bd. of So. Bapt. Convention \$1.25

The story of a missionary's life of service in the rural districts of China.

Leitner, Konradi

The mystic world; a popular history, explanation and exposé of occult phenomena; tr. by Dr. A. Gramatzky and George Stump. 261p. front. (por.) D [c.'27] Bost., Badger \$2.50

Levi, Moritz

Reading, writing and speaking French. 362p. D [c.'27] N. Y., Holt \$1.40

Lewis, Benjamin H.

Open spaces [verse]. 61p. D [c.'27] Bost., Badger bds. \$2

McLester, James S., M.D.

Nutrition and diet in health and disease. 783p. (bibl.) diagrs. O c. Phil., Saunders buck. \$8

Masters, Wallace Newton, and Floyd, L. P. High school chemistry. 519p. il. diagrs. D [c.'27] Dallas, Texas, Southern Pub. Co. \$1.80

Messmer, Archbp. S. G.

Outlines of Bible knowledge. 318p. il., maps O '27 St. Louis, Mo., B. Herder \$2.75

Metcalf, Henry Clayton, ed.

The psychological foundations of management. 316p. diagrs. O '27 Chic., A. W. Shaw \$6

Milton, John

Shorter poems; ed. by L. J. Barton; school ed. 97p. il. S (Western ser. of Eng. and Amer. classics) '27 Oklahoma City, Okla., Harlow Pub. Co. 53 c.; pap., 33 c.

Molière, Jean Baptiste Poquelin

Le misanthrope; ed. by Thomas Edward Oliver. 331p. S [c.'27] N. Y., Holt \$1.20

Morand, Paul

Nothing but the earth; tr. by Lewis Galantière. 224p. il. D c. N. Y., McBride bds. \$3.50

A witty, ironic travel book which follows the trail of 20th century confusion around the world and pictures a restless age everywhere.

Johnson, Larry E.

Sweetwater Trail; a comedy in three acts. 192p. diagr. S (Denison's royalty plays) [[c.'27] Chic., T. S. Denison pap. 50 c.

Kelly, James Patrick

The jurisdiction of the simple confessor. 208p. (2p. bibl.) O (Canon law studies, no. 43) '27 Wash., D. C., Catholic Univ. of Amer. pap. \$1.50

Leavell, Frank H.

The Baptist Student Union. 114p. D [c.'27] Nashville, Tenn., S. S. B'd of So. Bapt. Convention 60 c.

Morrell, Robert W.

Oil tankers. 292p. il. diagrs. D [c.'27] N. Y., Simmons-Boardman \$3

Morawetz, Victor

Elements of the law of contracts; 2nd ed. rev. 124p. O '27 c. '26, '27 N. Y., Columbia Univ. Press bds. \$2

Murray, David Leslie

Disraeli. 298p. (2p. bibl.) il. O (Curiosities of politics) '27 Bost., Little, Brown \$4
A revealing biographical study of a complex and romantic personality.

Musil, Alois

Arabia deserta. 631p. (bibl.) il., maps O (Oriental explorations and studies, no. 2) '27 N. Y., Amer. Geographical Soc. \$8

Myers, Edward

Experiences of a caddy. 96p. il. D '27 Phil., Dorrance \$1

Myers, J. Arthur

Fighters of fate. 318p. D [c. '27] Balt., Williams & Wilkins bds. \$3

Newman, John Henry, cardinal

The dream of Gerontius [lim. ed.]. 63p. D '27 Yellow Springs, O., Kahoe & Spieth bds. \$2

Nitze, William Albert, and Dargan, Edwin Preston

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THE historical letters and documents from the collection of Schuyler Colfax, Vice-president of the United States, sold at the Anderson Galleries December 8, comprising 217 lots, sold in a single session brought the surprising total of \$41,223. One of the three transcripts of the thirteenth constitutional amendment signed by Lincoln, Hamlin and Colfax, brought \$12,000, the highest price realized by a Lincoln item. Other lots and the prices which they brought were the following: A.L.S. of John Adams, 1 p., 4to, Quincy, June 23, 1813, to Robert Fulton, \$185; A.D. of John Quincy Adams, 1 p., 4to, February 28, 1843, draft of a resolution against the annexation of Texas, \$145; A.L.S. of Charles Carroll of Carrollton, Signer, 1 p., 4to, July 17, 1826, to his grandson, \$650; a copy of the Holy Bible, 16mo, contemporary morocco, Hartford, 1845, upon which General Grant, Scott, Sheridan, Sherman, Schofield, and thousands of others swore their allegiance to the Union, \$1,475; medical Log Book kept on board the U. S. Frigate Constitution, August 28, 1812, to March 5, 1813, Dr. Amos Evans, surgeon on board, \$925; original autograph manuscript in pencil, of the address of General Grant on the occasion of the dedication of the Lincoln National Monument, October 15, 1874, 5 pp., 4to, \$1,050; two lots of letters, 143 in all, written to Schuyler Colfax, 1842 to 1859, \$840; A.L.S. of Abraham Lincoln, 3 pp., 4to, Springfield, July 6, 1859, to Schuyler Colfax, advice on the Republican platform of 1860, \$3,050; A.D.S. written on a small strip of hospital linen, by President Lincoln, May 28, 1864, probably the most remarkable pardon ever written by Lincoln, \$1,150; A.L.S. of Robert Morris, 2 pp., 4to, Philadelphia, June 24, 1776, in which he says "our government will soon be

changed," \$575; and an A.L.S. of Washington, 3 pp., 4to, Mount Vernon, October 9, 1795, to Patrick Henry, offering him the portfolio of Secretary of State, \$4,400. The total for this collection far exceeded any estimate made.

MAGGS BROTHERS of London announce the long-awaited publication of the supplement to Claudin's "*Histoire de l'Imprimerie en France*," with 700 reproductions of titles, colophons and specimen pages, mainly of illustrated books, from the French presses of the 15th and 16th centuries, collected by the late A. Claudin, the well-known historian of French printing, with introduction and bibliographical letter press by Seymour de Ricci. It will prove a most useful companion to Claudin's great book on the Paris and Lyons printers. The provincial French presses, so little known to bibliographers, are fully represented. A great many of the reproductions are from unique books in small French libraries and would be unobtainable in any other form. It is also a valuable contribution to the history of engraving and contains the reproductions of a great number of early French woodcuts. The preface contains a very full bibliography of Claudin's works, describing all his scarce pamphlets, and reprints, the catalogs he issued during some fifty years, and the catalogs of the auction sales he directed in Paris and in various French provincial cities. Only 200 copies have been printed.

IT was an English consignor who sent the Melk copy of the Gutenberg Bible to this city, which brought \$106,000 in 1926. It was an English consignor who owned the Dickens collection sold here last week, in which the "Pickwick Papers" brought \$16,300. Other English consignors, in the last three or four years, have had similar, if less spectacular, experiences. It is such records that will bring other consignments across the Atlantic to New York. Booksellers and collectors now living may see the following prophesy of Dr. Rosenbach come true:

"Following the financial center, the book market has gradually shifted to New York. In a few years it will be impossible to pur-

chase the finest English books in London. I have only recently sold to a well-known English collector some volumes purchased at the Britwell sale not two years ago. I can foresee the day when Englishmen, with the taste and ability to buy, will be browsing in shops in Philadelphia, in New Orleans, in Minneapolis, in San Francisco, and taking their lucky finds with them to their old home."

A BOOK publishing society for the purpose of encouraging a collection of miniature books has been formed with the title, "LXIVMOS." The Scrivener is James D. Henderson of 55 Greene Street, Brookline, Mass., and the first number of their news letter, which will go regularly to their members, was issued on November 1st. Yearly membership is \$3. The news letter prints as the accepted definition of a miniature book, "One that does not exceed four inches in height. This maximum has been accepted for many years and permits the inclusion of the beautiful little Diamond Classics of Pickering." The Scrivener explains that the initial suggestion for the club came from Wilbur Macey Stone of East Orange, whose collection of miniature books is well known. The club will not publish or sell books, but is simply crystallizing the growing interest in collecting these tiny volumes.

DR. APPLETON MORGAN, president of the Shakespeare Society of New York, in his recent study, "Mrs. Shakespeare's Second Marriage," notes that Shakespeare owned the greatest house in Stratford-on-Avon, "living there at a rate that seemed to be the rustic apprehension £1,000 a year, amassed in theatrical ventures and play-writing." Assistant Professor Thomas Whitfield Baldwin of the University of Illinois said recently that in his opinion Shakespeare probably never earned in a single year more than £250, which he estimates in modern American currency to be between \$5,000 and \$6,000. A. Edward Newton probably paid more for the Carysfort First Folio than Shakespeare, the successful dramatist and first citizen of Stratford-on-Avon, accumulated during his entire lifetime, with many thousands to spare.

RIMINGTON & HOOPER, 20 E. 75th St., New York City, are going to publish a de luxe edition of "Poor Richard's Almanack" in one octavo volume. The text will be prepared with the assistance of the foremost Franklin authorities. It will consist of the Almanacks of 1733, 1749, 1756, 1757, 1768 completely in facsimile. The basic material of these issues will also be given in large size, easily readable type in the text pages. The design and typography will be under the personal supervision of William A. Kittredge of the Lakeside Press, Chicago. The edition will be limited to 350 numbered copies, of which 300 will be for sale. Phillips Russell author of the famous study "Benjamin Franklin; First Civilized American," will do an extensive bibliographical and biographical foreword. The publishers have arranged with Doubleday, Doran and Co. to publish a trade edition bearing several of the sections of this text at a later date. The book will be published on March 15, at \$8.

HERBERT REICHNER of 19 Tiefer Graben, Vienna, is to publish shortly a brochure on "D. Bergeley Updike and the Merrymount Press of Boston," one of his series of *Bibliotheca Typographica*.

ONE of the finest collections of Judaica in the United States is housed in the Levinson Bookstore, Roosevelt Road, Chicago, according to the Jewish Chronicle. The store, located in the heart of Chicago's Jewish district, is the center of western trade in books of this type. Mr. Levinson carries a large stock of importations.

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Americana, arts and crafts, costumes, first editions, history, etc. (No. 7; Items 419.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

Books on a variety of interesting subjects, including angling, archery, colored plates, cookery, drama, hunting, printing, sporting and travel, as well as a number of first editions. (No. 23; Items 428.) Edgar H. Wells & Co., Inc., 414 East 47th St., New York City.

Colored plate books. (No. 193; Items 110.) James F. Drake, 14 West 40th St., New York City.

Engravings. (No. 275; Part 1, Colored prints, etchings, fancy subjects, mezzotints, water colors, etc.; Part 2, Engraved portraits of eminent personages; Items 1060.) James Rimell & Son, Ltd., 6 Duke St., Piccadilly, London, S. W. 1, England.

Livres anciens et modernes rares ou curieux relatifs à L'Orient. (No. 5.) Adrien-Maisonnette, 5, Rue de Tournon, Paris VIe.

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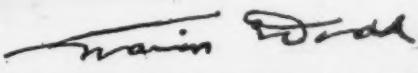
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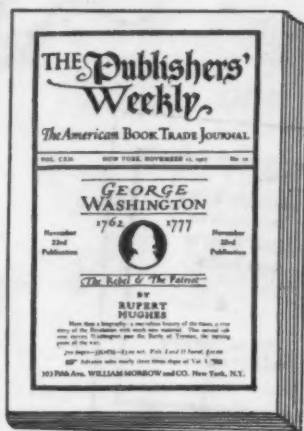
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